UNITED STATES POSTAL SERVICE ®

2016 EMERGING AND ADVANCED TECHNOLOGY/VIDEO IN PRINT PROMOTION

CONTENTS

January 14, 2016

I. BACKGROUND

Direct mail continues to face competition from many forms of alternative media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers in marketing their products and services. These diversions are having an impact on mail volume. As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), "Enhanced" Augmented Reality, Video in Print (ViP),Beacon technology, and other developing technologies. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

II. PROGRAM DESCRIPTION

The use of technology is a proven force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies including: standard NFC technology, Video in Print (ViP), Beacon technology or an "enhanced' augmented reality. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc. This year's promotion includes an option for A/B testing.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

Registration Period:	January 15 – August 31, 2016
Program Period:	March 1 – August 31, 2016
Discount Amount:	2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.
Eligible Mail Classes:	First-Class Mail® presort & automation letters, cards & flats Standard Mail® letters and flats Nonprofit Standard Mail letters and flats
Ineligible Mail Classes:	Periodicals Bound Printed Matter Media Mail

III.   ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review current year Program Requirements document to ensure that the mailpiece meets all program requirements. Each mailpiece is reviewed individually. Therefore, approval on any one piece does not guarantee approval on future pieces. It is highly recommended that mailings incorporating the use of NFC or "Enhanced" AR are also presented to the Program Office for prior approval. For the mailings that incorporate the new addition of Video in Print to this year's promotion or are participating in A/B testing, the Program Office requires prior approval. All mailpiece samples (PDFs) can be sent via email to **mailingpromotions@usps.gov**. The Promotions Office responds to all inquiries **within 2 – 3 business days** upon receipt.

If you have any questions contact the Program Office via email at **mailingpromotions@usps.gov**

A. Mailpiece Content Requirements

1. Near Field Communication (NFC) Requirements:
Standard Near Field Communication (NFC) technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device such as smartphones, tablets or items embedded with NFC chips, tags or similar technology. The interaction is initiated by touching the mobile device on the NFC embedded item or by placing the device within close proximity of the NFC embedded item. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology to engage the mobile device in providing an interactive experience for the user. Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device.

> If the NFC application includes the launch of a video, the mailpiece will require a call to action which is visible and directs the customer to take a specific action. Please note that videos cannot link to open source public domains such as Youtube and Facebook.*

Examples of NFC usage for this promotion include, but are not limited to:
- NFC technology embedded within the mailpiece interacts with the device upon touch or proximity to the mailpiece to generate a communication related to the marketing message.
- The mailpiece could be embedded or affixed with NFC technology that would allow the device to download applications, videos*, or games.
- Create calendar events.
- Toggle on and off device featuresTrigger messaging services.
- Generate a personalized message.
- Link to a URL, Social Network, or an App.
- Add contact information like a vCard.

- Auto dial a phone number.
- Add a Bitcoin address.

   (These are just a few examples and are not designed to limit or restrict the use of NFC technologies. Examples of usage and any new developments for the technology are welcome to be submitted to the Program Office via email at mailingpromotions@usps.gov to help you gain approval for an NFC technology.)

2. iBeacon/Beacon Technology Requirements:
This year's promotion includes the use of iBeacon/Beacon Technology as an approved application. To receive the promotional discount, the iBeacon/Beacon application must be part of the mailpiece that interacts with a mobile device. iBeacon/Beacon Technology is the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices. The "transmission" range can be programmed to be as little as a few centimeters to as much as 10 meters between the iBeacon/Beacon and the receiving device. This technology can be used, but not limited to, provide location information, send specific messages, provide location based actions and interact with mobile apps. If you would like to use iBeacon/Beacon Technology, please contact the Program Office to review your use-case scenario. Examples of Beacon Technology include, but are not limited to:

- Personalized triggered message
- iBeacon/Beacon coupons
- Provide updates to mobile device

3. "Enhanced" Augmented Reality (AR) Requirements:
"Enhanced" Augmented Reality (AR) provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands. "Enhanced" AR also includes, video animation* and/or 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object.

The "enhanced" experience can also use gamification or mobile game play (**Gamification** is the use of game thinking and game mechanics in non-game contexts to improve user engagement and return on investment). Gamification or mobile game play techniques include: rewards for players who accomplish tasks such as points, badges or virtual currency; competition with other players, adding meaningful choice, increasing challenges and added narratives.

"Enhanced" AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

Enhanced AR must be interactive and this year, must include two or more these elements from this list below:

- 2D/3D elements or modules
- Animation
- An interplay between the physical (mailpiece) and the digital that actively uses the person's perspective

*AR Video - The video cannot instantly appear and start through the augmented reality technology —this type of application is basic AR and does not qualify as "Enhanced" AR. The video screen must appear as part of an augmented reality display. The video must be displayed on top or as part of the physical mailpiece environment. The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece. The video must have a specific call to action related to the mailpiece and cannot reside on public access sites such as, Youtube, Facebook, etc.

The software development kit that is used to create the AR experience must also be used to create the AR effects such as Animators, 3D elements, interactive buttons and features. The AR elements must be super-imposed on top of either the video (if used) or the mobile device view of the mailpiece in order to qualify.

4. Video in Print Requirements:
Video in Print (ViP) is video advertising that is featured in print catalogs and/or mailpieces. ViP can be integrated into a printed piece in several ways including, but not limited to:
    a. Integrated video screen within a printed, mailable piece
    b. Integrated Video/Picture utilizing translucent paper
    c. Personalized Interactive Video
    d. Streaming Video Tools/Platforms

a. Integrated Video Screen within a Printed, Mailable Piece
A physical mailpiece that incorporates small, integrated LED, AMOLED or LCD screen that can be triggered to autoplay associated video content. There are a variety of screen sizes available, ranging from 2.4" – 10.1" based upon your objective and budget. Furthermore, Advertisers can program a wide range of video, up to 45 minutes in length, depending upon objectives and budget. The advantage of using this technology is that it puts a video message in the hands of an offline consumer using printed material that is portable, reusable, and long-lasting, thus generating multiple impressions over and over to your customers. The way ViP works is that video is embedded in a printed piece like direct mailpieces (i.e., postcards, brochures), catalogs, etc. The video screen can automatically launch upon the opening of that page of material. The result can be a powerful printed message highlighted through an enhanced video production which can leave a lasting impression on your brand.

b. Integrated Video/Picture utilizing translucent paper
This technology allows a static image to become animated when combined with a digital screen. A physical, printed mailpiece printed on semi-translucent paper stock, that when placed over a tablet or mobile device, plays video content visible through the paper that appears to bring the mailpiece "to life". These pieces may leverage tools such as Cineprint or similar technology to create or "play" the video-in-print experience.

c. Personalized Interactive Video (PIV)
A physical mailpiece that links the reader to an online interactive video experience where the user can interact with the video, and make selections throughout the experience to tailor the options and video content they receive and view. This category may also incorporate marketing automation and CRM

software to automate the creation and preparation of additional mailpieces, product catalogs or other printed, mailable materials based upon user selection and inputs. These auto-generated pieces may also be eligible for the discount if prepared and entered as defined by program requirements documentation. If you are interested in pursuing this option, you must seek Program Office approval to discuss the required documentation needed to support the discount on the additional pieces.

d. Streaming Video Tools

Streaming Video is a specific app based technology like Periscope, Meercat, or Ustream or other similar app based technology which allows the customer to view video on their mobile device. This technology is a growing part of the Social Media Marketing landscape. Short form video communication can be a highly engaging and persuasive approach, especially with mobile devices, as time spent with mobile media continues to grow while time spent with more traditional media like TV continues to decrease. Therefore, blending a physical mailpiece with streaming video via mobile devices, especially using vertical video which maximizes viewing space and opens opportunities for increased advertising messaging, can only enhance the customer experience and increase engagement.

Simply linking to video content is not adequate to meet the criteria for Video in Print. The physical mailpieces may leverage QR codes, Augmented Reality or Near Field Communications as the trigger to link to the interactive video experience or CRM video system.

5. Directional Copy Requirement: The mailpiece must contain text near the logo, icon, or image, etc., providing guidance to the consumer to scan. The location of the directional copy must be *prominently* displayed to ensure the customer sees it. The directional copy must clearly state that there is a specific area to engage the technology that is being used. This must be present where the technology resides (i.e., such as logos, icons, instructions, etc.). Examples include:

- Scan here to play an interactive game
- Scan the logo, image, icon, etc., for an interactive experience
- Download our app and scan this page to see your mailpiece come alive
- Download our app for an interactive experience
- Tap here with your NFC enabled phone
- Wave your NFC enabled phone here

It must be clearly stated what element on the physical mailpiece must be scanned/viewed in order to experience the technology. This must be present on any page where the technology trigger resides.

If the directional copy does not meet the requirement listed above for legibility and proper placement, the will not qualify.

6. Website Requirements – Relevance: The destination page(s) must contain information relevant to the content of the marketing message included in the mailpiece.

7. Website Requirements – Mobile Optimization: A mobile optimized experience must be specifically designed for optimum performance when viewed on mobile devices. There are several commonly used techniques in developing mobile experiences to bridge the differences between a full sized monitor and a mobile display. Participants must use these or similar techniques to qualify for the promotion.

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

Optimized   Not Optimized
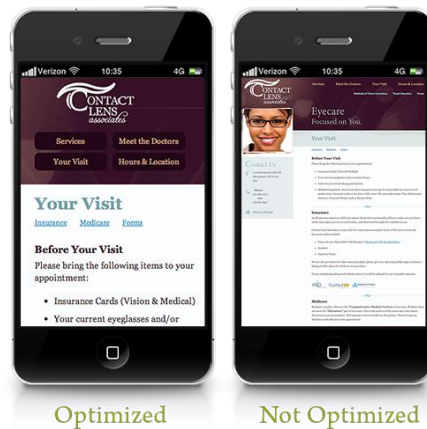
Links to a traditional desktop site do not meet the requirements for this promotion.

Multi-mail piece / marriage mailers: The main purpose of the mail piece and / or marketing message must be enhanced by the technology used. The technology and direction copy must be prominently located to ensure the recipient knows whether and how to engage with the technology. The technology used must meet all program requirements. The Program Office will render all decisions regarding the approval/disapproval of these types of mailings.

If you have any questions about the mobile optimization requirement, please contact the Program Office via email at: **mailingpromotions@usps.gov**

8. A/B Testing Opportunity

Overview:
For participants in the *2016 Emerging and Advanced Technology/Video in Print Promotion*, a new, value-added option is offered; participants in this promotion may opt-in to use standard "A/B Testing" protocols.

A/B Testing allows mailers to test different versions of their direct mail campaign(s) to see how small changes may impact their bottom line. Participants select what they want

to test, such as a specific design or technology treatment within their direct mail campaign. Participants will analyze the resulting data, and then share the high-level results back with the Postal Service.

This option requires that at least 90% of the mail volume (Design A) within a specific mailing meet all the published *2016 Emerging and Advanced Technology/Video in Print* promotion requirements. Design "B" allows up to 10% of the mailing to be entered with an alternate creative design. "Design B" does not need to meet the incentive requirements. If Design "B" pieces were tendered as part of another promotion, they would not be eligible for an additional A/B testing credit. For example, a mailer cannot claim the Tactile, Sensory & Interactive Mailpiece Engagement promotional discount and subsequently be submitted to also receive the A/B test credit.

The A/B Testing opportunity requires two separate postage statements which must be part of the same mailing; (e.g., job ID). One postage statement is for the 90% of the mailing that qualifies for the promotion while the second postage statement is for the 10% that does not need to meet the promotion requirements. Both postage statements must be provided to the USPS Program Office

Organization electing to participate in the A/B Test Option will receive the promotional 2% discount on the 90% mail volume (Design A) at the time of mailing. After participants analyze the A/B Test results they are required to submit the test results data to the USPS Program Office. *After the program Office verifies the results*, the participant will receive a credit for the value of the promotional 2% discount on the balance of the mailing (Design B / up to the remaining 10%).

This will provide the USPS with objective data on the technology treatments, which will be summarized, and shared back with the mailing/marketing industry to help inform marketers and mailers about the relative values of these tools.

Registration Requirements:

When registering for the 2016 Emerging and Advanced Technology/Video in Print promotion on the Business Customer Gateway (BCG) organization wishing to participate in the A/B Test component must select the A/B Test option during the registration process. There is no requirement that mailers participating in the Emerging and Advanced Technology/Video in Print promotion MUST also participate A/B testing. Once the program office receives notification you have selected the A/B Test option, you will be sent a Certification Form (CF) for review and signature. Return the signed CF along with the following:

1) Sample mailpiece for each A test and B test
2) Permit # being used for testing
3) Approximate volume and mail date of each test
4) Brief summary of what is being tested
5) Provide information about duration of test.

Within 5 business days after the A/B Test mailings were tendered to the USPS a copy of each postage statement (Marked "A Test" / "B Test") must be submitted to the program office at **mailingpromotions@usps.gov**

Program conclusion:

At the conclusion of each test, but no later than September 30, 2016, the program office will send participants who opted-into the A/B Test component and completed the steps outlined above an email survey to provide their A/B Test data results. Credits on the B Test volume will be issued approximately one (1) month after the survey results have been received by the program office. The A/B credits must be used by December 31, 2016, which is the expiration date for the A/B credits.

Potential A/B Testing Scenarios*

Design A: 90%	Design B: 10%
Enhanced AR	No Technology Treatment
Enhanced AR	QR
NFC	No Technology Treatment
NFC	QR
Video in Print	No Technology Treatment
Video in Print	QR

*Note: If you are comparing two technologies that qualify for the promotion, then the additional discount on the 10% would be applied at the completion of the A/B Testing period provided that all appropriate documents (i.e., postage statements, sample pieces, survey responses) have been submitted.

B. Registration Requirements

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. The USPS Promotions & Incentives Program Office recommends that mailers register several days in advance of the first qualifying mailing.

***As part of the terms of participation, all participants **must** complete a survey about their participation in the promotion at the end of the promotion period.

A user guide for enrollment is available on our RIBBS pages at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/IncentiveProgram sEnrollmentGuide.pdf.

Auto Enrollment (for Mail Service Providers): If participating in the A/B Test then you **cannot** auto-enroll. Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "For" field data in the eDoc, and will only then calculate the discount if there are no

system Warnings. *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

For issues and concerns regarding enrollment or technical issues, please contact PostalOne helpdesk at 1-800-522-9085 or email us at: postalone@usps.gov

C. Mailing Submission Requirements

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Documentation/Postage Statement
Mailings must be submitted electronically via Mail.dat, Mail.XML or Postal Wizard.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic ME** for the 2016 Emerging and Advanced Technology/Video in Print promotion.

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

Combined and Commingled Mailings
In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:
- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage
   statements generated for the mailpieces that contain mobile barcodes.

NOTE: Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2016. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on 03/01/2016 and no later than 11:59:59 pm on 08/31/2016 (the last day of the promotion).

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:
https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion periodMarch 1 -
August 31, 2016. Plant-Verified Drop Shipment (PVDS) mailings that are verified
and paid for during the promotion period and qualify for the promotion will be
accepted at destination entry postal facilities through September 15, 2016 (PS
Form 8125). A PVDS mailing that qualifies for the promotion cannot have
verification or the actual drop ship occur prior toMarch 1, 2016. Any qualifying
mailing that is accepted and paid for prior to March 1, 2016 is not eligible for the
promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some
Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a
Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post
Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced
promotion amounts listed in the table below. Mailers must select the appropriate
Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail: all options are available
  (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is "Neither"
- Precanceled: Only "Neither" is an option

Any net postage due for the mailing must be paid from an advanced deposit
(permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Cards	0.20
First-Class Mail Letters auto and presort	0.25
First-Class Mail NM Letters	0.45
First-Class Mail Flats - auto and presort	0.35
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

All existing requirements around mail preparation and acceptance as they are
described in the Domestic Mail Manual (DMM) remain in place. Please refer to
http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

D. RESTRICTIONS ON BARCODE PLACEMENT

The technology engagement feature can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card).

The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

Barcode Clear Zone

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link below:
http://pe.usps.com/text/qsg300/Q602.htm#1009536

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST- MAILING

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the technology engagement feature, image, or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the emerging technologies, mobile barcodes, images or tags, etc. and directional copy.

- Addressed samples will not be accepted (this is especially important for First-Class Mail as it would give the appearance of a piece that was paid for, but not delivered). If pieces are variably printed, one sample that is comparable to the mailing may be presented.

- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative for Standard Mail, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until November 30, 2016, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.
- If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via mail.dat or mail.xml, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic ME** for the 2016 Emerging and AdvancedTechnology / Video in Print Promotion.

For further technical information, please refer to Technical Specifications on RIBBS at: https://ribbs.usps.gov/index.cfm?page=intellmailguides

V.   PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email:	mailingpromotions@usps.gov
Facsimile:	202-268-0238
Mail:	US Postal Service
	2016 Emerging and Advanced Technolog/Video in Print Promotion
	P.O. Box 23282
	Washington, DC 20026-3282

The Program Office responds to all inquiries within 2-3 business days upon receipt of samples in the promotion inbox **mailingpromotions@usps.gov** or the PO Box.

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services. All PO Box mailings must include information about the sample, contact information and an email address for responses.

Information and resources will also be posted online on RIBBS at:
https://ribbs.usps.gov/index.cfm?page=mailingpromotions

Date	Section	Reason For Revision	Version
1/7/16	8. A/B Testing Option	Clarify A/B Testing	2
1/14/16	8. A/B Testing Option	Clarify A/B Testing Credits Expiration Date	3